

**ABSTRACT****INTERACTIVE SYSTEM USING ELECTRONIC TAGS**

5        An interactive system which makes use of interactive electronic tags  
(ID) includes a tag reader (24) and a processing terminal (32). Profile  
information stored on an interactive tag (ID) can be altered using profile data,  
which may be promotional data, carried by another tag (PRINF) in accordance  
with operating instructions, for example cut, copy, paste, delete and so on,  
10    carried by a further tag (ACT), when said interactive, another and further tags  
are read in conjunction by the tag reader (24).

(Figure 2)